

Spring Forum & Rural Health Clinic **CONFERENCE**

May 23-25, 2023

Younes North Conference Center | Kearney, Nebraska



**NEBRASKA
HOSPITALS**



**NEBRASKA RURAL
HEALTH ASSOCIATION**

JACKSON
Physician Search

NHA & NeRHA 2023 Spring Forum Agenda

At-A-Glance

TUESDAY, MAY 23

4:00 P.M. – 6:00 P.M.

WELCOME RECEPTION | FOYER

WEDNESDAY, MAY 24

8:30 A.M.

OPENING REMARKS | SILVER 5,6,11,12

8:45 A.M. – 9:30 A.M.

KEYNOTE - MICHELLE RATHMAN | SILVER 5,6,11,12

A Recipe for Thriving in an Industry Teetering on Life-Support.

9:30 A.M. – 10:00 A.M.

SPONSOR BREAK | GOLD 1-7

10:00 A.M. – 10:45 A.M.

BREAKOUT SESSIONS

A. *The Patient Payment Conundrum: The Impact on providers and their Patients*

John Fistner, AblePay | SILVER 5,6,11,12

B. *Turning the Tides of Nursing*

Patti Artley, Medical Solutions | SILVER 4

C. *Creative Solutions for Specialty Medicine in Rural Communities*

Chris Pusey, InReach Health | SILVER 10

11:00 A.M. – 11:45 A.M.

BREAKOUT SESSIONS

D. *Transitions of Care Panel*

April Gaines, Crete Area Medical Center

Beverly Nelson, Boone County Medical Clinic

Bill Calhoun, Kearney Regional Medical Center

Dr. Daniel Defreece, CHI Health St. Mary's

Shelly Graham, Memorial Hospital | SILVER 5,6,11,12

E. *Cybersecurity in Healthcare: Managing Threats and Protecting Patients*

Nick Rodriguez HHS | SILVER 4

F. *Surviving in Turbulent Times: What are 2 Health Systems Doing to Sustain Profitability*

Jean Nyberg Forvis | SILVER 10

12:00 P.M. – 1:30 P.M.

LUNCH AND AWARDS | SPONSOR EXHIBITS OPEN | GOLD 5

1:30 P.M. – 2:15 P.M.

PLENARY/GENERAL SESSION | SILVER 5,6,11,12

Nathan Baugh

2:15 P.M. – 3:00 P.M.

BREAKOUT SESSIONS

G. *Critical Access Hospital Financial Management*

Julianne Kipple/Kirk Delperdang,Lutz | SILVER 5,6,11,12

H. *Navigating Medical Insurance Funding Complexities*

Kirk Swartzbaugh & Bill Rezac, USI | SILVER 4

I. *Integrated Behavioral Health Care in Rural Nebraska*

Dr. Cate Jones-Hazeldine, BEHCN | SILVER 10

NHA & NeRHA 2023 Spring Forum Agenda

At-A-Glance (cont'd)

3:00 P.M. - 3:30 P.M.	SPONSOR BREAK GOLD 1-7
3:30 P.M. - 4:15 P.M.	BREAKOUT SESSIONS
	J. <i>On the Road to Recovery: Confronting Physician Burnout, Recruitment, and Retention</i> ; Brent Barnacle, Jackson Physician Search SILVER 5,6,11,12
	K. <i>Giving Rx: Philanthropy in a Healthcare Setting</i> Todd Mekelburg & Dena Beck, NE Comm Foundation Rita Luongo, Thayer Co Health Services SILVER 4
	L. <i>Nebraska Liability Fund</i> Derek Briscoe, USI SILVER 10
4:30 - 5:30 P.M.	SPONSOR RECEPTION GOLD 1-7
5:30 - 7:00 P.M.	ACHE MEETING GOLD 4

THURSDAY, MAY 25

8:30 A.M. - 9:15 A.M.	NATIONAL/RURAL UPDATES SILVER 5,6,11,12
	Carrie Cochran-McClain, NRHA
9:15 A.M. - 10:00 A.M.	REH - EDUCATION, ADVOCACY AND RESOURCES
	Christina Campos, Guadalupe County Hospital, NM; Kristin Martinsen, HRSA; Greg Wolf, LilyPad; Carrie Bova, Wintergreen
10:00 A.M. - 10:15 A.M.	BREAK
10:15 A.M. - 11:00 A.M.	REH - ROUND TABLE PANEL DISCUSSION
	Christina Campos, Guadalupe County Hospital, NM; Kristin Martinsen, HRSA; Greg Wolf, LilyPad; Carrie Bova, Wintergreen; Margaret Brockman, NE DHHS Office of Rural Health
11:00 A.M. - 12:00 P.M.	KEYNOTE - BRIAN ALEXANDER
	<i>How America Lost its Community Mojo</i>

NeRHA 2023 Rural Health Clinic Agenda

At-A-Glance

WEDNESDAY, MAY 24

9:30 A.M. - 12:00 P.M.	2023 RURAL HEALTH CLINIC UPDATE: BILLING, COMPLIANCE AND PRACTICE MANAGEMENT
	Patty Harper, InQuiseek, LLC GOLD 10
12:00 P.M. - 1:30 P.M.	LUNCH/AWARDS GOLD 5,6,11,12
1:30 P.M. - 2:15 P.M.	GENERAL SESSION
	Nathan Baugh SILVER 5,6,11,12
2:15 P.M. - 3:00 P.M.	COMMONLY FOUND DEFICIENCIES IN RHCS
	Wendy Sablatura, The Compliance Team GOLD 10
3:00 P.M. - 3:30 P.M.	SPONSOR BREAK GOLD 1-7
3:30 P.M. - 4:15 P.M.	TOP POST-COVID STRATEGIC AND OPERATIONAL PRIORITIES FOR RHCS
	Greg Wolf & Carrie Bova GOLD 10

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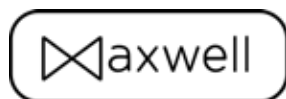
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Accreditation Statement



In support of improving patient care, this activity has been planned and implemented by AXIS Medical Education and the Nebraska Hospital Association. AXIS Medical Education is jointly accredited by the Accreditation Council for Continuing Medical Education (AC-CME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

TARGET AUDIENCE

This event is for Health Care Professionals, including C-Suite, Nurse Leaders, Hospital and Clinic Finance and HR Professionals, and Community Partners interested in advancing rural health care.

OVERVIEW

The NHA and NeRHA Spring Forum is an annual event, bringing health care leaders from across Nebraska together in support of improving patient care and advancing rural health care.

PURPOSE

This event will provide attendees the opportunity to: discuss the latest RHC compliance and billing & coding updates; identify issues and acquire advanced knowledge of tools to impact patient care, finance, and staff in the hospital and clinic setting. In support of improving patient care, this activity has been planned and implemented by AXIS Medical Education and the Nebraska Hospital Association. AXIS Medical Education is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

Credit Designation for Nursing

AXIS Medical Education designates these continuing nursing education activities for a maximum of 7.5 contact hours.

Learners are advised that accredited status does not imply endorsement by the provider or ANCC of any commercial products displayed in conjunction with an activity.

QUALITY PROFESSIONALS

This program is pending approval by the National Association for Healthcare Quality (NAHQ) to provide CPHQ CE credit.

ACCOUNTING PROFESSIONALS

Earn 9.0 maximum CPE credits



AXIS Medical Education is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of accountancy have final authority on the acceptance of individual courses for

CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of Sponsors through its website: www.nasbaregistry.org

Field of Study: Specialized Knowledge

Delivery Method: Group-Live

Prerequisite: Prior knowledge in the area of Healthcare Financial Management

Program Level: Intermediate

Advanced Preparation: None

HEALTHCARE EXECUTIVES/ACHE-QUALIFIED

ACHE Qualified Education credit must be related to healthcare management (i.e., it cannot be clinical, inspirational, or specific to the sponsoring organization). It can be earned through educational programs conducted or sponsored by any organization qualified to provide education programming in healthcare management. Programs may be sponsored by ACHE, chapters, or other qualified sources, whether the programming is face-to-face or distance offerings (webinars, online seminars, self-study courses, etc.). You will receive a certificate of completion for 7.5 hours.

REQUIREMENTS FOR CREDIT:

- Attend/participate in the educational activity and review all course materials.
- Complete the CE Declaration form online by **June 25, 2023 at 11:59 pm ET**. Instructions will be provided. If you do not enter the online portal by the above date, you will not be able to retrieve your statement of participation.
- Upon successful completion of the online form, your statement of completion will be presented to you to print.

DISCLAIMER

Participants have an implied responsibility to use the newly acquired information to enhance patient outcomes and their own professional development. The information presented in this activity is not meant to serve as a guideline for patient management. Any procedures, medications, or other courses of diagnosis or treatment discussed in this activity should not be used by clinicians without evaluation of patient conditions and possible contraindications on dangers in use, review of any applicable manufacturer's product information, and comparison with recommendations of other authorities.

AXIS Contact Information

For information about the accreditation of this program please contact AXIS info@axismeded.org.

DISCLOSURE OF CONFLICTS OF INTEREST

AXIS Medical Education requires faculty, instructors, authors, planners, directors, managers, reviewers, and other individuals who are in a position to control the content of this activity to disclose all real or apparent conflicts of interest they may

have with ineligible companies. An ineligible entity is any organization whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients. All relevant conflicts of interest are identified and mitigated prior to initiation of the planning phase for an activity.

AXIS has mitigated and disclosed to learners all relevant conflicts of interest disclosed by staff, planners, faculty/ authors, peer reviewers, or others in control of content for this activity. Disclosure of a relationship is not intended to suggest or condone bias in any presentation but is made to provide participants with information that might be of potential importance to their evaluation of a presentation or activity. Disclosure information for faculty, authors, course directors, planners, peer reviewers, and/or relevant staff is provided with this activity.

The faculty reported the following relevant financial relationships or relationships they have with ineligible companies of any amount during the past 24 months:

Name of Faculty or Presenter	Reported Financial Relationship
Brian Alexander	Common stock: in Abbot, J & J, Novartis, Pfizer
Patti Artley, DNP, RN, CPN, NEA-BCConsultant: Phillips
Brent BarnacleNothing to disclose
Nathan BaughNothing to disclose
Carrie Bova, MBA, CRCENothing to disclose
Derek BriscoeNothing to disclose
Bill Calhoun, MBA, FACHENothing to disclose
Christina Campos, MBA, FACHENothing to disclose
Carrie Cochran-McClain, Ph.D., MPANothing to disclose
Kirk DelperdangNothing to disclose
John FistnerNothing to disclose
April Gaines, RN, MSN, Ed.DNothing to disclose
Catherine Jones-Hazeldine, Ph.DNothing to disclose
Julianne Kipple, MBANothing to disclose
Kristi Martinsen, MPMNothing to disclose
Beverly Nelson, ADNNothing to disclose
Jean Nyberg, CPANothing to disclose
Chris PuseyNothing to disclose
Michelle RathmanNothing to disclose
Bill RezacNothing to disclose
Nick Rodriguez, MSNothing to disclose
Kirk SwartzbaughNothing to disclose
Greg Wolf, MEd, MBANothing to disclose

The directors, planners, managers and reviewers reported the following financial relationships they have with any ineligible company of any amount during the past 24 months:

Name of Faculty or Presenter	Reported Financial Relationship
Tiffani Cullin, MSWNothing to disclose
Brian Noonan, MBANothing to disclose
Holly M. Hampe, DSc., RN, MHA, MRM, CPHQNothing to disclose
Dee Morgillo, MEd., (MT(ASCP), CHCPNothing to disclose

Heather Bullock..... Nothing to disclose
 Kyle Teel, CPA, FHFMA..... Nothing to disclose



Lodging

For lodging accommodations while in Kearney, there are three hotel properties on the Younes campus offering group rates for this conference.

Contact any of the following properties and mention the NHA-NeRHA Spring Forum to make your reservation:

\$149.95 + tax/night Crowne Plaza | (308) 238-7000
 (connected to the conference center)

\$139.95 + tax/night Fairfield Inn & Suites | (308) 236-4200

\$139.95 + tax/night Hampton Inn & Suites | (308) 234-3400

Registration Fees

Spring Forum: \$345

Rural Health Clinic: \$175

Trustee Registration: \$245

Contact Information

Questions?

Contact Heather Bullock (hbullock@nebraskahospitals.org) or

Tiffani Cullin (tcullin@nebraskahospitals.org).

About

The Keynote

A RECIPE FOR THRIVING IN AN INDUSTRY TEETERING ON LIFE-SUPPORT

MICHELLE RATHMAN

Wednesday, May 24, 8:45 a.m. - 9:30 a.m.

The nation's rural safety net health organizations have been conditioned to handle the pressure cookers of policy, payments, regulations, outmigration, and workforce shortages. Unfortunately, however, not unexpectedly, the 2020 public health crisis has turned up the heat, leaving many to wonder if it's time to get out of the healthcare kitchen.

During "A Recipe for Thriving in an Industry Teetering on Life-Support," Michelle Rathman shares the essential ingredients to reigniting, reengaging, and reinforcing the need to strengthen local systems of care and revive recruitment and retention initiatives left to boil over on the back burner.

Attendees of this session will:

- Explore strategies to develop, enhance and advance internal communication practices.
- Incorporate approaches to construct, conduct and launch community conversations about the importance of protecting and investing in local systems of health infrastructure.
- Generate concepts to engage local and regional SDoH influencers to partner with and co-create "Upstream Communities."
- Analyze how to make advocacy a priority for all stakeholders.
- Construct tools and methods for using storytelling for recruitment and retention.

HOW AMERICA LOST ITS COMMUNITY MOJO

BRIAN ALEXANDER

Thursday, May 25, 11:00 a.m. - 12:00 p.m.

What makes a community? Whether we're talking about a small town, a state, a nation, or the world, "community" implies a set of shared values, what we often call "the social contract." But America's social contract has been severely damaged by a number of forces acting over the past generation and a half. For his book, *Glass House: The 1% Economy and the Shattering of the All-American Town*, Brian Alexander took a deep dive into the story of one small Midwest community, an avatar for many American towns. In this presentation, Brian informs listeners about the history of Lancaster, Ohio, the rise of the post New Deal Town, and how the post-1980 change in American values created such distress in the "all-American town." His audience will learn about government policies, financial practices, and corporate dealing that actually encourage destruction of communities.

Attendees of this session will:

- Discuss the social contract and how it has been impacted by numerous forces for over a generation.
- Interpret how these impacts have altered government policies, financial practices, and corporate dealings, and ultimately communities across the country.

About

The Breakouts

THE PATIENT PAYMENT CONUNDRUM: THE IMPACT ON PROVIDERS AND THEIR PATIENTS

JOHN FISTNER
ABLE PAY

Wednesday, May 24, 10:00 a.m. - 10:45 a.m.
Breakout Session A

Presentation will cover provider market current state, affordability/cost of care/the debt crisis/other friction points/legislative/media focus on patient debt and collection procedures, approaches to solving the patient payment conundrum, and case study review.

Attendees of this session will:

- Define the affordability gap in healthcare
- Discuss why patients struggle to pay their medical bills
- Identify how the lack of knowledge and transparency impacts patient payments
- Evaluate how external entities are influencing provider payment options for patients
- Evaluate case study that illustrates how a provider positively changed patient payment behavior

TURNING THE TIDES OF NURSING: RECRUITMENT AND DEVELOPMENT STRATEGIES

PATTI ARTLEY
MEDICAL SOLUTIONS

Wednesday, May 24, 10:00 a.m. - 10:45 a.m.
Breakout Session B

The nursing industry is facing a steadily growing shortage of clinicians. A recent report from the Institute of Medicine predicts that by 2030 we will have one of the largest shortages of nurses in history. The shortage has only been exacerbated by the pandemic, the Great Resignation, early retirement of tenured nursing staff, and a less than sufficient pipeline of nurses to sustain the ever-increasing demand. However, healthcare leadership can turn the tides of the nursing industry. To do so, they must create a sustainable pipeline of nurses and invest in employee development. This is achieved through short- and long-term strategies while keeping in mind that the best recruitment strategy is retention.

Attendees of this session will:

- Recognize ways for healthcare leaders to develop partnerships with academic institutions to close the gap in nursing staff long-term.
- Outline plans for the hiring process of clinical staff to be expedited and frequently reviewed.
- Identify the best long-term recruitment strategy as retention and professional development.

CREATIVE SOLUTIONS FOR SPECIALTY MEDICINE IN RURAL COMMUNITIES

CHRIS PUSEY
INREACH HEALTH

Wednesday, May 24, 10:00 a.m. - 10:45 a.m.
Breakout Session C

Rural hospitals have been plagued with outmigration and difficulty to remain profitable for decades. Physicians are also now less inclined to live or work in rural areas, making recruitment that much more difficult and expensive. There is also a nationwide shortage of physicians that is only adding to this problem. The temporizing measures that rural hospitals have been forced to employ to combat these issues are really only adding to them. Therefore, rural hospitals continue to close and mortality rates in rural communities are negatively impacted. We need to think outside the box to have a sustainable solution to this problem.

Innovation is the answer. We cannot continue to do the same models of over coverage and over paying for solutions that are not working. We break down what it takes to create these solutions and resources to assist along the way.

Attendees of this session will:

- Outline the current problem of outmigration and insufficient resources
- Outline solutions such as specialty medicine on a part time basis and how to maximize efficiency and productivity while helping consolidate limited resources.
- Discuss managing the OR with gain share opportunities to provide help with leadership development, OR management staffing and retention, increased engagement from staff and therefore success of program

About

The Breakouts

TRANSITIONS OF CARE PANEL

APRIL GAINES, CRETE AREA MEDICAL CENTER
BEVERLY NELSON, BOONE COUNTY MEDICAL CLINIC
BILL CALHOUN, KEARNEY REGIONAL MEDICAL CENTER
DR. DANIEL DEFREECE, CHI HEALTH ST. MARY'S
SHELLY GRAHAM, MEMORIAL HOSPITAL

Wednesday, May 24, 11:00 a.m. - 11:45 a.m.
Breakout Session D

Attendees of this session will:

- Discuss the purpose of and steps to creating a statewide Transitions of Care Council.
- Discuss progress and positive outcomes that the statewide Transition of Care Council has made over its year of service.
- Describe how to increase Swingbed admissions while providing safe and effective care in a CAH hospital.
- Determine how to successfully manage high-acuity patients in a CAH setting to reduce Emergency Department transfer rates.
- Develop a collaborative relationship with local postacute facilities to improve patient transitions process.
- Identify clinic services that could be implemented to prevent unnecessary use of healthcare – hospitalizations, ED visits while reducing costs and improving outcomes.
- Demonstrate the necessity for Advanced Care Planning and Advanced Directives prior to hospitalization to prevent unwanted care.
- Employ multi-disciplinary teams to have successful discharge planning.

CYBERSECURITY IN HEALTHCARE: MANAGING THREATS AND PROTECTING PATIENTS

NICK RODRIGUEZ
HHS

Wednesday, May 24, 11:00 a.m. - 11:45 a.m.
Breakout Session E

In response to CSA Section 405(d), HHS established the HHS 405(d) Program, as the leading private-public collaboration center of the Office of the Chief Information Officer/Office of Information Security, program focused on providing the HPH sector with useful and impactful resources, products, and tools that help raise awareness and provide vetted cybersecurity practices, which drive behavioral change and move towards consistency in mitigating the most relevant cybersecurity threats to the sector. The 405(d) Program aims to develop consensus-based best practices and methodologies to strengthen the healthcare & public health (HPH) sector's cybersecurity posture against cyber threats. After significant analysis of the current cybersecurity issues facing the healthcare industry, the 405(d) Task Group developed Health Industry Cybersecurity Practice: Managing Threat and Protecting Patients, its first official Task Group product. The 405(d) Program and Task Group actively continues to develop new products to help further strengthen our sector. The HHS 405(d) program is also able to assist with many cybersecurity needs. Whether it's instituting a cybersecurity program structure using HICP, or educating staff on cybersecurity with our Knowledge on Demand Platform, the HHS 405(d) Program has it covered. On January 5th, 2021 PL 116-321 was signed to amend the Health Information Technology for Economic and Clinical Health Act (HITECH) which calls out "approaches promulgated under Section 405(d) of the Cybersecurity Act of 2015" as 'recognized security practices'. This is a step forward for public-private partnerships as it encourages HPH entities to bolster their cybersecurity posture by using industry tested best practices that can protect against cyber threats.

Attendees of this session will:

- Identify the top 5 threats facing the sector and learn how the top ten mitigating practices can mitigate them
- Explain how to leverage the HHS 405(d) Program's free cyber resources and education tools to assist them in keeping patients safe from cyber threats
- Identify ways in which the 405(d) program, once enveloped into an organizations culture, can provide continual cybersecurity tools, resources, and products to strengthen their cybersecurity posture.

About The Breakouts

SURVIVING IN TURBULENT TIMES: WHAT ARE 2 HEALTH SYSTEMS DOING TO SUSTAIN PROFITABILITY

**JEAN NYBERG
FORVIS**

*Wednesday, May 24, 11:00 a.m. - 11:45 a.m.
Breakout Session F*

With costs increasing significantly, unpredictable volumes, and payer pressures continuing, many providers have been spending significant time looking at their core business and how they can make operational changes that impact the bottom line. In this session you will learn what two health systems in Missouri have been doing to help improve or sustain profitability.

Attendees of this session will:

- Discuss the financial challenges providers are facing
- Outline how providers can implemented margin improvement initiatives

CRITICAL ACCESS HOSPITAL FINANCIAL MANAGEMENT

**KIRK DELPERDANG & JULIANNE KIPPLE
LUTZ**

*Wednesday, May 24, 2:15 p.m. - 3:00 p.m.
Breakout Session G*

This presentation will focus on the financial and reimbursement issues that management of rural hospitals encounter that impact the facility's financial performance, including the current financial environment post COVID. We will also discuss strategies of how to address various financial and reimbursement issues for CAHs.

Attendees of this session will:

- Identify and mitigate common financial and reimbursement issues in the CAH industry using various tools and strategies
- Discuss the post-COVID financial environment and strategies on next steps

NAVIGATING MEDICAL INSURANCE FUNDING COMPLEXITIES

**KIRK SWARTZBAUGH & BILL REZAC
USI**

*Wednesday, May 24, 2:15 p.m. - 3:00 p.m.
Breakout Session H*

This session will discuss how hospitals and clinics can navigate insurance funding complexities and include information on optimizing the funding of fully insured medical plans, association plans, level-funded, and self-funded options. Our presenters will provide updates on performance of the Proprietary (HRIC) Reinsurance Offering with Berkley via USI that is exclusive to medical providers and give a progress update on the Creation/Formation of a Medical Association Plan for NHA and HCAN Members.

Attendees of this session will:

- Determine how to optimize the funding of fully insured medical plans, even if you want to keep utilizing an Association Plan.
- Identify how to optimize the funding of self-funded plans (Best Practices on Analysis and Funding).
- Review Population Health Management and its importance in plan funding/ongoing performance.

INTEGRATED BEHAVIORAL HEALTH CARE IN RURAL NEBRASKA

**DR. CATE JOHNSON-HAZELDINE
BHECN**

*Wednesday, May 24, 2:15 p.m. - 3:00 p.m.
Breakout Session I*

This session will include a description of one model of integrated behavioral health, the process of implementing it, and the challenges and benefits of this model. The presenter will reflect on nearly 20 years experience in an integrated care setting, discuss important factors in establishing integrated care, and provide lessons learned. Time will be left for questions and discussion.

Attendees of this session will:

- Define integrated behavioral health and identify 3 different models of integrated care.
- List 3 benefits of this model of care.
- Identify 3 important factors in a strong integrated care system.

About

The Breakouts

ON THE ROAD TO RECOVERY: CONFRONTING PHYSICIAN BURNOUT, RECRUITMENT, AND RETENTION

BRENT BARNACLE

JACKSON PHYSICIAN SEARCH

Wednesday, May 24, 3:30 p.m. - 4:15 p.m.

Breakout Session J

While there have been many gains in the healthcare industry returning to pre-pandemic times, challenges faced by the physician workforce and continued staffing shortages remain just as intense. As burnout and stress continue to climb, so do the rates of physician turnover and early retirements. The great challenge for administrators is to develop sustainable physician staffing strategies that simultaneously meet community demand for care and organizational revenue targets. Yet, recent research on the topics of physician burnout, job satisfaction, and career plans uncovers ongoing issues that threaten this.

Additionally, despite rising rates of turnover and the intensifying need for talent, the majority of healthcare organizations haven't yet formalized a physician retention plan, nor have they outlined a succession and recruitment plan that addresses the inevitable wave of vacancies coming from a rising number of physician retirements.

During this session, we'll dive into recent survey findings, outline actionable steps that participants can implement to improve their physician recruitment and retention strategies, and discuss why it's critical to anticipate and address future staffing needs earlier to overcome the downside of lengthy vacancies.

Attendees of this session will:

- Define the causes of physician burnout and poor job satisfaction and illustrate actionable steps for improvement.
- Develop a continuous, targeted, digital recruitment program that results in highly qualified candidates who are both interested in the opportunity and are a strong cultural fit.
- Distinguish which factors most positively influence physician retention, allowing your organization to develop an effective physician retention program.

GIVING RX: PHILANTHROPY IN A HEALTHCARE SETTING

TODD MEKELBURG & DENA BECK, NE COMM FOUNDATION

RITA LUONGO, THAYER CO HEALTH SERVICES

Wednesday, May 24, 3:30 p.m. - 4:15 p.m.

Breakout Session K

Philanthropy can be a powerful force in your organization. This session will share trends in nationwide healthcare philanthropy as well as opportunities right here in Nebraska. Ideas for engaging your patients, caregivers and community in philanthropic giving will also be covered.

Attendees of this session will:

- Explore national trends in healthcare philanthropy
- Explain transfer of wealth opportunities in Nebraska

NEBRASKA LIABILITY FUND

DEREK BRISCOE

USI

Wednesday, May 24, 3:30 p.m. - 4:15 p.m.

Breakout Session L

Discussion on the history and current state of the NE PCF, including an overview of proposed changes to the Nebraska Hospital-Medical Liability Act relating to the Excess Liability Fund and how the changes will impact providers in Nebraska, and a brief discussion of national trends and the financial impact on severity of claims.

Attendees of this session will:

- Illustrate the benefits of the Nebraska Hospital-Medical Liability Act
- Assess national trends in the medical malpractice market
- Summarize proposed changes to the Nebraska Hospital-Medical Liability Act and the financial impact on providers in Nebraska. Nebraska Liability Fund

About

Thursday

NATIONAL RURAL UPDATES

DR. CARRIE COCHRAN-MCCLAIN, NRHA

Thursday, May 25, 8:30 a.m. - 9:15 a.m.

Dr. Carrie Cochran-McClain, Chief Policy Officer at the National Rural Health Association (NRHA) will provide national updates related to rural health care.

Attendees will describe the current national trends impacting their hospitals and clinics. Attendees will identify ways in which the NRHA can support their efforts to provide quality health care for Nebraskans through their national advocacy efforts.

REH-EDUCATION ADVOCACY AND RESOURCES

PANEL PRESENTATIONS

Thursday, May 25, 10:15 a.m. - 11:00 a.m.

Presenters will be sharing their expertise on Rural Emergency Hospitals (REH) - Greg Wolf, LilyPad; Carrie Bova, Wintergreen; Kristi Martinsen, HRSA; Christine Campos, Guadalupe County Hospital, NM.

Attendees will be able to describe the elements of the REH. Attendees will be able to determine if pursuing the shift to REH is most beneficial for their health care facility and community.

REH- ROUND TABLE PANEL DISCUSSION

PANEL DISCUSSION

Thursday, May 25, 8:30 a.m. - 9:15 a.m.

Presenters will be sharing their expertise on Rural Emergency Hospitals (REH) - Greg Wolf, LilyPad; Carrie Bova, Wintergreen; Kristi Martinsen, HRSA; Christine Campos, Guadalupe County Hospital, NM.

Attendees will be able to describe the elements of the REH. Attendees will be able to determine if pursuing the shift to REH is most beneficial for their health care facility and community.

About

Wednesday - REH Track

BILLING AND CODING UPDATES FOR 2023

PATTY HARPER

Wednesday, May 24, 9:30 a.m. - 12:00 p.m.

COMMONLY FOUND DEFICIENCIES IN RURAL HEALTH CLINICS (RHCs)

WENDY SABLATURA

Wednesday, May 24, 10:15 a.m. - 11:00 a.m.

The presentation will focus on the three types of deficiencies and provide attendees with the knowledge needed to identify and correct these deficiencies, as well as maintain survey readiness.

Attendees of this session will:

- Provide attendees with an understanding of the three types of deficiencies commonly found in RHCs.
- Enable attendees to identify common deficiencies in the clinic setting and feel knowledgeable about addressing these deficiencies.
- Equip attendees with the confidence and skills needed to correct deficiencies and maintain survey readiness in their RHC.

BEHAVIORAL HEALTH INTEGRATION IN RHCS AS A PLATFORM TO IMPROVE ACCESS, QUALITY AND GROWTH

GREG WOLF & CARRIE BOVA

Thursday, May 25, 8:30 a.m. - 9:15 a.m.

With scarce resources, chronic staffing issues, increased reporting requirements coupled with growing financial pressures, clinics must make the right decisions and execute effectively. This presentation will itemize the most important strategic and tactical steps related to access and quality improvement. As a timely and practical example of how to address community healthcare needs and buttress financial performance, this presentation focuses on strategies to implement and expand behavioral health services in small rural primary care practices.

Attendees of this session will:

- Develop strategies to implement and expand behavioral health services in rural health clinics to increase access to vital services and grow revenue
- Understand the core processes of quality improvement utilizing the Plan-Do-Study-Act (PDSA) model
- Identify a set of tangible opportunities to pursue value-based care payment arrangements with public and private payers

About

The Keynote Speakers

Brian Alexander *Columnist & Author*

Brian Alexander, the author of *The Hospital*, *Glass House*, and other books, has been recognized by numerous awards committees. He has been a contributing writer to *Wired*, and *The Atlantic*, and has written for the *New York Times*,

Los Angeles Times, *Esquire*, *MIT Technology Review*, among others. He's spoken at The Obama Foundation Summit, and in Washington to members of the United States Senate and House of Representatives. He lives in San Diego.

Brian Alexander has written for many magazines and newspapers, including *The Los Angeles Times*, *The New York Times*, *Science*, *Outside*, *Glamour*, and *Esquire*. He was a contributing editor at *Wired*, covering biotechnology. Brian is currently a regular contributor to *The Atlantic*.

He is the author of several books, including *The Hospital: Life, Death, and Dollars in a Small American Town* (2021), and *Glass House: The 1% Economy and the Shattering of the All-American Town* (2017) — both of which won the Ohioana Book Award.

Exclusively represented by BrightSight Speakers bureau, Brian was a finalist for the National Magazine Award, and has been recognized by the John Bartlow Martin Award for public interest journalism administered by Northwestern University's Medill School of Journalism.



Michelle Rathman *Strategist*

Michelle founded Impact! Communications, Inc., in 1989, a leader in health care strategy and communications. Impact's focus includes academic, for-profit, Critical Access and Rural Hospitals, clinics, primary and specialty care provider practices, as well as organizations and associations serving the health care sector. Their work across the U.S. includes strengthening hospital identity and brand, engaging community stakeholders and strategic partners, identifying opportunities to decrease outmigration, improving internal culture, communications, and customer service across service lines and practices, as well as providing transformative professional development that inspires positive change.

Over the years, she and her team have logged hundreds of hours conducting front-line observations to give executives straightforward insight and a window into the unconscious behaviors (however unintentional) that drive complaints and concerns. Michelle's unique facilitated process introduces a variety of innovative tools and approaches to help hospitals gain market share across the payer mix spectrum, and community support when it is needed most; particularly in the ballot box or the court of public opinion. Michelle is the author of *The Saybook*, a customer service handbook for hospitals, and *The Art of Stakeholder Engagement*, a topic she frequently speaks about at health industry conferences. To date, she has facilitated over 5,000 hours of leadership, staff, board, group retreats, and education sessions in every region of the country.

She and her team have won several awards for a variety of their community and staff engagement campaigns and programs. In 2009, Michelle wrote and produced an educational documentary about Critical Access Hospitals and the vital role they play in our nation's health care delivery system, and, she was a contributor to HRSA's Critical Access Hospital Replacement Manual on the subjects of staff, community and media engagement. Michelle and her team are also thought-partners engaged with the National Organization of State Offices of Rural Health (NO-SORH), the member organization for the 50 State Offices of Rural Health, providing strategy and structure aimed at transforming National Rural Health Day into a sustainable movement.

Professional experience aside, Michelle is a cancer survivor. Her experience as a patient was the catalyst for shifting her company's focus from publishing and public relations to health care in 1997. Improving health care culture and communication for both caregivers and receivers is her calling and passion. She hopes to provide health care leaders and their teams with new and valuable insight into the patient's perspective and explore what can be done to ensure that no other person will experience what she endured on an operating room table.



About

The Presenters

Patti Artley, DNP, RN, CPN, NEA-BC *Chief Nursing Officer* **Medical Solutions**

Patti Artley, DNP, RN, CPN, NEA-BC, is Chief Nursing Officer at Medical Solutions, one of the largest healthcare talent ecosystems. Artley directs the organization's clinical and performance management teams while providing the clinical voice on an executive level. She has been a registered nurse for over 35 years and has served in a variety of nursing and clinical leadership roles, including Chief Nursing Officer for a statewide hospital system. Artley has also served as the president of the South Carolina Organization of Nurse Leaders and is a member of several committees at the state and national level focused on workforce and building creative staffing solutions. Artley has been a featured presenter and speaker on topics such as nursing, healthcare models, healthcare staffing, and clinician safety since 2007. She is also listed as an author on a peer-reviewed article in the Journal of Pediatric Medicine, and as an author on three manuscripts under review for peer-reviewed healthcare journals.

Brent Barnacle *Certified Executive Coach, Organization Developmental & Training Specialist* **Jackson Physician Search**

For the past seven years, Brent Barnacle has led Jackson Physician Search's Upper-Midwest Division. Before joining JPS, he worked extensively in organizational business development and training, spanning nearly 20 countries. Brent applies this experience to build win-win strategic partnerships with Hospital and Physician Group administrators who need to recruit physicians and advanced practice providers. He also consults on healthcare market trends, speaks at local and regional industry events, and is known as a well-respected, trusted advisor. Brent was born and raised in Stillwater, Minnesota and maintains a strong focus on rural physician recruitment. He understands the importance of recruiting for cultural fit, which leads to long-term retention for clients.

Nathan Baugh *Executive Director* **National Association of Rural Health Clinics**

Nathan Baugh is the Executive Director of the National Association of Rural Health Clinics (NARHC) where he has worked since April of 2015. Nathan works on both regulatory and legislative policy at the federal level. He was closely involved in the RHC Medicare payment reforms signed into law at the end of 2020. He also worked with Congress and HRSA to create and administer the various RHC-specific COVID programs, particularly the RHC Covid Testing funding and the RHC Covid Testing and Mitigation funding.

Dena Beck *Development Coordinator* **Nebraska Community Foundation**

Dena works from her home office north of Minden, Nebraska, providing technical assistance to the NCF affiliated funds in south central Nebraska.

Prior to joining NCF in 2018, Dena served as Senior Project Leader and Business Specialist with the Center for Rural Affairs' REAP program where she served small businesses in rural communities. She is a "returner" 10 years after graduating from Minden High School, moved back to her hometown where she managed the Minden Chamber of Commerce and helped give life to the Kearney County Economic Development Agency.

Dena graduated with a bachelor's degree in Horticultural Therapy from Kansas State University and a master's degree in Organizational Management with minors in entrepreneurship and economic development from Peru State College. Dena also holds a certificate in Community Development Finance from the University of New Hampshire's Carsey School of Public Policy.

She and her husband, David, also a Minden High School graduate and emergency room RN, live on a "ranchette" north of Minden with Great Pyrenees and Irish Wolfhound dogs, cats, goats, chickens, llamas, and cows. They have two daughters, Chloe and Sloane.

Carrie Bova MBA, CRCE *Senior Consultant* **Wintergreen**

Carrie Bova has over 15 years of experience managing revenue cycle operations. Carrie is an expert in optimizing revenue cycle operations and improving cash flow in rural healthcare organizations. She has a proven record of accomplishment of increasing revenue cycle efficiencies, reducing expenses, establishing compliance, and developing growth strategies in a constantly evolving industry. Carrie is passionate about assuring the survival of rural healthcare to address health disparities in medically underserved populations and she is committed to being a change agent for rural social-economic challenges that affect health and rural communities. Prior to joining Wintergreen, Carrie worked for multiple rural organizations. Carrie was instrumental in successfully turning a rural hospital that she worked for over ten years into a Critical Access Hospital Top 100 organization. Also, Carrie served as a DSRIP (Delivery System Reform Incentive Payment) and worked in various aspects of NYS Medicaid Redesign team. Carrie has also consulted through subcontracted arrangements with BE Smith, including helping to establish a TEFRA in Guam and through various consulting arrangements through her previous independent consulting business.

About

The Presenters

Bill Calhoun, MBA, FACHE

President & CEO

Kearney Regional Medical Center

Bill Calhoun is the President and Chief Executive Officer at Kearney Regional Medical Center. Bill came to Kearney Regional from the state of Florida where he was President of Hospital Operations for Health First, an independent healthcare system in central Florida.

Prior to his role as President for Health First, Bill was the President and Regional Vice President for Affinity Health System and Ministry Health Care for the Eastern Region of Wisconsin and President of Mercy Medical Center and St. Elizabeth Hospital.

Bill is a Fellow of the American College of Healthcare Executives, holds a Master of Business Administration from the University of Wisconsin – Milwaukee, a Bachelor of Science Degree from the University of Wisconsin – Madison, and advanced training in healthcare administration from the University of Wisconsin – Superior.

Bill has been active in professional and community organizations and has served in various capacities with hospital associations in Wisconsin and Nebraska, health foundations, and governing boards with the American College of Healthcare Executives, Chambers of Commerce, Rotary, and United Way.

Christina R. Campos MBA, FACHE

Administrator/CEO

Guadalupe County Hospital

Christina has served as the Administrator of Guadalupe County Hospital, a 10 bed PPS hospital in rural Santa Rosa, New Mexico, for over 18 years. Under her leadership, her hospital was recognized as a Top 20 Community Hospital by the National Rural Health Association in 2019, 2020, and 2021.

She is a former American Hospital Association Board Trustee and a former member of the HHS National Advisory Committee for Rural Health and Human Services. She has also served on numerous national rural health care committees and task forces including the AHA Ensuring Access to Rural Health Care Task Force and the AHA Future of Rural Health Care Task Force. She currently serves on several hospital and health related boards, and is the President of her community's local economic development corporation and Main Street organization.

Her hospital is currently transitioning from a PPS/Sole Community/Acute Care hospital to a Rural Emergency Hospital.

Dr. Carrie Cochran-McClain

Chief Policy Officer

National Rural Health Association

Dr. Carrie Cochran-McClain serves as the Chief Policy Officer at the National Rural Health Association (NRHA). Carrie joined NRHA staff in 2020 where she is the head lobbyist for the association and is responsible for driving the policy agenda for rural health for the 21,000-member organization.

Carrie has more than 20 years of experience working in federal health policy development, including leadership roles at Health Management Associates, the U.S. Department of Health and Human Services, and the Federal Office of Rural Health Policy. In her previous positions, she has focused on improving health care outcomes, promoting health equity for vulnerable populations, and advising on health care policy issues.

Carrie earned a BA in sociology from Willamette University and an MPA with a concentration in health policy and management from the Maxwell School at Syracuse University. She completed a Doctor of Public Health at the UNC Gillings School with a focus on access to obstetrical care in rural areas.

Kirk Delperdang

Healthcare Director

Lutz

Kirk Delperdang is a Healthcare Director at Lutz with over 30 years of experience. He provides healthcare enrollment services to clients with a focus on Medicare providers and reimbursement analyses. In addition, he is responsible for leading Lutz's cost report service line.

John Fistner

Founder/CEO

AblePay

From his experiences as CFO and COO of a hospital network, John saw the inefficiencies in healthcare and set out to create a solution. He founded AblePay Health in 2016 to address the impact of increasing out-of-pocket medical expenses on patients and medical providers.

Over the past five years, this unique business model has changed how hospitals, health systems, and specialty providers look at post-insurance patient reimbursements. The program is also assisting healthcare consumers with paying for their responsibility.

In addition to AblePay, John has started two other successful business ventures, which are still operating.

John graduated from Lafayette College ('00), where he was a Captain, First Team All-Patriot League, and All East Coast Athletic Conference linebacker. He received an MBA in Finance from Lehigh University ('04) while building the hospital network.

April Gaines, RN, MSN, Ed.D
Chief Nursing Officer
Crete Area Medical Center

April Gaines is a registered nurse with over 18 years of nursing experience in healthcare. Her background includes rural healthcare acute care nursing, emergency department, obstetrics and trauma. She has been in nursing leadership roles for the past 13 years, and for the past 4 years has been serving in the Chief Nursing Officer role at Crete Area Medical Center. She graduated from Bryan College of Health Sciences with her Diploma RN. She completed Master of Science in Nursing Leadership from the University of Nebraska Medical Center. In addition, completed her Doctorate in Education and Healthcare Leadership from Nebraska Methodist College where her final Capstone project included Implementation of an Oncology Nurse Navigator Program in a Rural Primary Care setting, which won the NHA Quality Excellence Award in 2021.

Patty Harper, RHIA, CHC
Principal Consultant
InQuiseek Consulting

Patty Harper is a principal of InQuiseek Consulting, a healthcare consulting company based in Louisiana. She has over 24 years of healthcare experience in the areas of healthcare finance & reimbursement, health information management, compliance, and practice management. She began her healthcare career as a hospital controller and reimbursement analyst. Patty holds a B.S. in Health Information Administration from Louisiana Tech University. She is credentialed through AHIMA as a RHIA, CHTS-IM, and CHTS-PW. Patty successfully completed AHIMA's ICD-10 Academy and has previously been recognized as an ICD-10 Trainer. She is also Certified in Healthcare Compliance (CHC®) thorough the Compliance Certification Board. She has obtained the CAH-CBS designation. Patty is a frequent speaker for national, state and regional conferences on these and other reimbursement-related topics. Patty currently serves on the Board of NARHC.

Catherine Jones-Hazledine, Ph.D.
Psychologist
Western Nebraska Behavioral Health, P.C.

Cate Jones-Hazledine, Ph.D. is a clinical psychologist from Rushville, Nebraska who returned home 19 years ago to provide integrated care services in the Panhandle and Sandhills areas of the state. She currently owns Western Nebraska Behavioral Health Clinics, with 8 different service sites in Sheridan, Dawes, Sioux, Box Butte, Cherry, and Scottsbluff Counties. In addition to her clinical work, Dr. Jones-Hazledine is actively involved in training new providers and mentoring young people exploring careers in behavioral health. She has collaborated for a number of years with the Behavioral Health Education Center of Nebraska and is now the Co-Director of BHECN Panhandle. Dr. Jones-Hazledine is an adjunct faculty with Chadron State College and the Munroe-Meyer Institute. Prior to starting WNBH in 2011, Cate served as an Assistant Professor with the Munroe-Meyer Institute at UNMC for seven years.

Amber Kavan, BSN, RN, CPHQ
Quality and Performance Improvement Manager
Nebraska Hospital Association

Amber Kavan is a registered nurse with a variety of experiences in healthcare. She graduated from Nebraska Methodist College with her Bachelor of Science in Nursing and has many healthcare certifications that include TeamSTEPPS Master Trainer, CPHQ, Lean Six Sigma, BLS, ACLS, PALS, TNCC, and a Health Coach Certification. Most of her career has been focused on rural health which includes working at a critical access hospital caring for patients in the general med/surg area and emergency room. Amber has worked with the Nebraska Hospital Association since 2021 and has engaged with hospitals across the state to ensure quality improvement efforts are enhancing patient outcomes, reducing costs, and providing excellent care to patients across the state. She has expertise in project management that includes using a rapid cycle improvement model, data reporting and visualization, and spreading change to make organization-wide improvements.

Julianne Kipple, MBA, CPA
Lutz

Julianne Kipple is a Healthcare Shareholder at Lutz with over 12 years of professional experience in the healthcare industry. Her expertise is in accounting and consulting services for healthcare facilities, including outsourced CFO services, Medicare and Medicaid reimbursement, and Medicaid Disproportionate Share Surveys (DSH).

Rita Luongo
Development Director
Thayer County Health Services

Rita Luongo has worked as a Development Director for 20 years in healthcare. She has managed two successful Capital Campaigns for hospital building projects and raised in excess of \$10,000,000 in support of improving healthcare services in Thayer County.

In addition to her work in healthcare, Rita actively volunteers with other non-profits in Thayer County on community and other outreach projects. She is currently the chair person for the Hebron Community Fund and has taken a lead role in hosting the 1st annual "Big Give" event for Thayer County in 2022.

About

The Presenters

Kristi Martinsen

Division Director

Federal Office of Rural Health Policy

Kristi Martinsen joined the Federal Office of Rural Health Policy (FORHP) in the Department of Health and Human Services' Health Resources and Services Administration (HRSA) in 2006. She has been the Director for the Hospital-State Division, working with the State Offices of Rural Health, Rural Hospital Flexibility Program and Small Hospital Improvement Program grants since 2009. At FORHP she oversees efforts targeting support to rural hospitals, including the Medicare Beneficiary Quality Improvement Project supporting Critical Access Hospital. At HRSA since 2001, Kristi has also worked in the Bureau of Primary Health Care.

Kristi received a Masters Degree in Public Management from the University of Maryland. She earned bachelor degrees in sociology and Spanish from the University of Maryland.

Todd Mekelburg

Director of Gift Planning

NCF

Todd Mekelburg is NCF's Director of Gift Planning and lives in Lincoln. Prior to joining NCF, Todd served as Director of Planned Giving at Loma Linda University Health in southern California where he helped families realize their charitable gift-planning goals.

Todd grew up in Yuma, Colorado, but he has a long connection with Nebraska. His great-grandparents met and married at Union College in 1893, then farmed in the Lincoln and Amherst communities before eventually settling in northeast Colorado. He attended high school near Shelton, Nebraska, and then completed a degree in business administration and accounting at Union College in Lincoln. After working in charitable gift planning in Maryland and Colorado, Todd and his wife, Janya, settled in Lincoln to raise their family. They have two adult children, Drew and Mandy. Todd enjoys traveling to new places and spends time on the golf course, pickleball court, and tennis court.

Beverly Nelson, RN

Clinical Quality and Population Health Manager

Boone County Health Center

Bev has been with Boone County Health Center for 2 years serving as the Clinical Quality and Population Health Manager. Her role includes clinical quality, working closely with their ACO and managing other quality contracts. She is leading their efforts in Post-Acute Care working closely with discharge planning, TCM and is in the process of developing a CCM program. She brings 29 years of nursing experience to her role. Those experiences range from LTC Nursing, Acute Care Nurse in a rural CAH, Public Health Nurse, Clinic Nursing and has volunteered as an EMT. Prior to coming to Boone County Health Center, she was with Avera in North Central NE for 15 years, the majority of that time had been in the clinic settings where she helped with EMR implementations in the clinic setting, clinic nursing and a couple of years in clinic management.

Jean Nyberg, CPA

Partner

Forvis

As a member of the FORVIS' National Healthcare Group working with various health care providers throughout the United States. She has approximately 20 years of experience working with large integrated health providers, including stand-alone and regional hospitals and health systems, physician practices, children's hospitals, home health agencies, and private equity groups.

She assists clients with integrated health system audits, strategic planning, advanced payment models, mergers and acquisition analysis, tax-exempt debt offerings, Medicare and Medicaid regulatory reimbursement strategy, and state disproportionate share audits.

Jean is a member of the American Institute of CPAs, Missouri Society of CPAs and Healthcare Financial Management Association (HFMA). She has worked with multiple HFMA chapters and is a frequent speaker for HFMA events and for other organizations. She often presents industry updates and educational programs to client boards, staff and the community.

She is a 2003 graduate of University of Missouri, Columbia, with a B.S. degree in accounting and an M.Acc. degree.

Chris Pusey
CEO
inReach Health

As the CEO of inReach Health, Chris Pusey has been a driving force behind its growth and transformation. His extensive operations and finance experience have moved the company from a mostly regional operation to national prominence. Chris is an innovator with a forward-focused vision, always driving success for both his own team as well as their partners.

Before joining inReach (formerly known as Rural Partners in Medicine), Chris served eight years in private equity investing in healthcare services businesses and later pursued entrepreneurial endeavors focused on health and fitness. inReach Health bridges the gap in rural healthcare by providing innovative solutions to keep quality care local in surgery, medical device, rehabilitation and ophthalmologic equipment and services. And, as a former nationally ranked competitive freestyle (mogul) skier, Chris can be spotted on the slopes of Colorado where he lives with his family.

Bill Rezac
SVP, Nebraska & Iowa Employee Benefits
Practice Leader
USI Insurance Services

Bill works with USI Insurance Services, and is a Registered Health Underwriter® (RHU®), received from The American College, Chartered Healthcare Consultant® (ChHC®). Bill also has a Certificate in Health Care Reform Studies.

Nick Rodriguez
HHS 405(d) Program Manager
U.S. Department of Health and Human Services

Nick Rodriguez is the Program Manager for the award winning 405(d) Aligning Health Care Industry Security Approaches Program within the U.S. Department of Health and Human Services (HHS) Office of Information Security (OIS). As the leading collaboration center of OIS, the 405(d) program is focused on providing the HPH sector with useful and impactful resources, products, and tools that help raise awareness and provide vetted cybersecurity practices, which drive behavioral change and move towards consistency in mitigating the most relevant cybersecurity threats to the sector.

Wendy Sablatura CRT, RCP
Accreditation Advisor, Surveyor
The Compliance Team

Wendy is an Educator and Accreditation Surveyor with The Compliance Team and has 14 years of experience surveying Rural Health Clinics, DMEPOS and Retail and Infusion Pharmacy. She enjoys teaching and guiding clients through the accreditation process. Prior to joining The Compliance Team, Wendy worked for 20 years as a Clinical Manager for multi-state Clinical Respiratory Services company and directed their accreditation preparation. She lives in Sugar Land, Texas with her husband, where they raised their three children and recently welcomed their second grandson to the family.

Kirk Swartzbaugh
Partner/Consultant
USI Insurance Services

Kirk works with USI Insurance Services, with Specialties in Employee & Executive Benefits, Business Succession Planning, Estate Planning, Life Insurance, Long-Term Disability Insurance, & Long-Term Care Insurance/LTC Hybrid Insurance.

Gregory Wolf, MEd, MBA
President
Lilypad

Gregory has served as Principal, Chief Technology Officer and Director of Business Development for several healthcare advisory firms. His experience includes developing web-based analytic and benchmarking tools for rural hospital and primary care providers. He has combined these skills in developing strategic plans and performance management systems for over 100 healthcare organizations. He is President of Lilypad, LLC the nation's leading analytics firm focused on rural primary care practices and supports benchmarking and performance improvement initiatives for over two dozen State Offices of Rural Health. In 2022 Gregory also co-founded Wintergreen, a Maine-based healthcare advisory firm specializing in community and rural provider performance improvement and strategic planning.

